

CLIENT BK Test Market **MEDIUM** TV **PRODUCT** Whopper Meal Deals
TITLE Feeding Appetites

Project: Whopper Meal Deals

Role: VO

SPECS:

Male/Female - mid 20's - 30's

Casual with hints of snark

Warm and inviting

Should sound like the kind of person you'd want to hang out with

Not overly addy (like a DJ), more natural

VO: At Burger King, feed your appetite, your way with Whopper Meal deals.

VO: Get the flame-grilled Whopper Jr. Meal for 4 bucks or the whopper meal for just 5.

VO: Hungry for more? Get the Double Whopper Meal for 6 bucks.

VO: It's Whopper Meal Deals. Only at Burger King.